

Roll No. \_\_\_\_\_

**12640**

**MBA 2 Yr. 3rd Semester New Scheme  
2019-20 Examination – February, 2022**

**INTERNATIONAL BUSINESS ENVIRONMENT**

Paper : 201MG23G12

Time : Three Hours ] [ Maximum Marks : 80

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

*Note :* All questions of Section 'A' are compulsory. Attempt any four questions from Section 'B' selecting at least one question from each Unit.

**SECTION – A**

1. Explain in brief :-
- (a) Managerial implications of IB.
  - (b) Trade deficit.

- (c) Export promotion.
- (d) Challenges of foreign market.
- (e) Define strategic alliance.
- (f) Location specific advantages.
- (g) Impact of technology on industry.
- (h) Importance of R & D.

**SECTION - B**

**UNIT - I**

2. Why companies engage in international business ? Distinguish between the domestic trade and foreign trade.
3. "Cultural factors are powerful shapers of the business environment and thus the study of cultural environment for the students and managers of international business is a must." Explain.

**UNIT - II**

4. What is regional economic integration ? Explain the various levels of economic integration.

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5. Critically explain theory of international investment.

**UNIT - III**

6. Evaluate the prospect of Indian industry being able to meet the challenge of international competition. Have the difficulties more to do with internal management or with external environment ?
7. Describe the major legal systems prevalent in the world. How do differences in the legal system influence the operations of a global firm ?

**UNIT - IV**

8. "Superior technology used by the business firms has resulted in improved quality of producing goods, improved efficiency by automation and mechanization." Comment.
9. Explain the concept of diffusion of technology. How is possible to transfer technology from one country to another ?

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